



USDA Weekly Retail Turkey Feature Activity

Fri. Dec 02, 2005

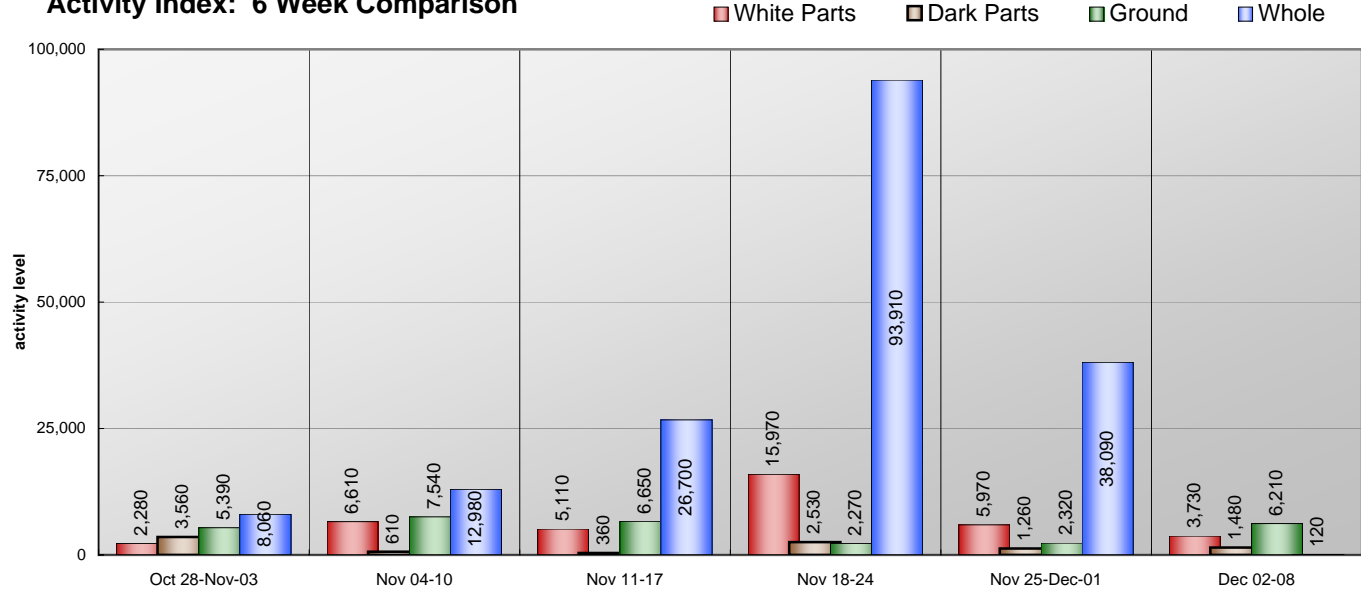
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/02 thru 12/08.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	37.8% of 16,700 outlets		40.8% of 16,700 outlets	
Special Rate 4/	4.9%		8.3%	
Activity Index 2/	11,540		47,640	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens			9,130	1.19
" - Toms			8,490	1.17
Frozen - Hens	60	0.79	10,400	0.72
" - Toms	60	0.79	10,070	0.71
PARTS:				
Breast:				
Bone-in, whole				
Fresh	120	1.99	2,110	2.18
Frozen			3,020	1.33
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh	170	2.34		
Rotisserie	1,120	4.75	720	7.75
Boneless, whole				
Cutlets	1,160	4.25		
Strips	550	4.19		
Tenders	610	3.94	120	3.99
Drumsticks	320	1.54		
Thighs	320	1.83	140	1.02
Wings	320	1.54	120	0.99
Necks				
Smoked Drumsticks	280	1.61	490	1.49
Smoked Wings	240	1.68	510	1.49
Smoked Necks				
GROUND TURKEY:				
Patties	6,210	2.57	2,320	2.34
Sausage	1,000	2.42	300	2.34
85% lean	1,390	2.23	810	2.39
93% lean	420	1.62		
Breast	2,090	2.25	1,110	2.15
	1,310	3.86	100	3.99

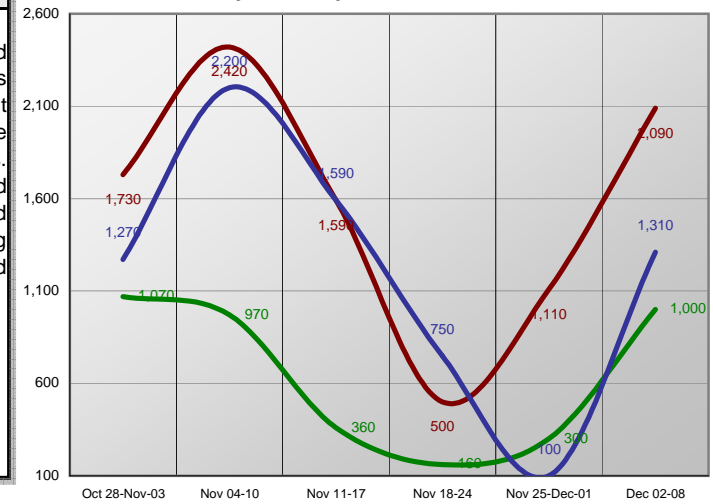
Activity Index: 6 Week Comparison



Turkey Featuring - 12/02 thru 12/08

Feature activity on turkey products is very quiet this week as the ad cycle moves past the Thanksgiving demand period. Whole birds and breasts are almost completely absent from the circulars but white parts have made a small run late in the cycle. Dark parts are more frequently advertised and at higher average ad prices. Ground turkey activity has recovered to pre-holiday levels with ad prices mixed but generally firm. Increased featuring of ground turkey was noted late in the ad cycle. Many stores are maintaining features for turkey dinners into the late December holiday period although hams are taking equal billing.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	37.6% of 8,200 sampled outlets 0.6% of stores w/ no-price promotions Activity Index = 6,000			20.8% of 4,900 sampled outlets 6.1% of stores w/ no-price promotions Activity Index = 1,270			60.9% of 3,600 sampled outlets 13.1% of stores w/ no-price promotions Activity Index = 4,270		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.79	60	0.79						
" - Toms	0.79	60	0.79						
PARTS:									
Breast:									
Bone-in, whole									
Fresh							1.99	120	1.99
Frozen									
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	1.99	50	1.99				2.49	120	2.49
Rotisserie	3.99 - 7.99	730	4.57	3.99 - 5.99	250	4.02	6.99	140	6.99
Boneless, whole									
Cutlets	3.69 - 3.99	630	3.90	3.99	20	3.99	3.99 - 4.72	510	4.68
Strips	3.69	40	3.69				3.99 - 4.72	510	4.23
Tenders	3.29 - 3.99	80	3.57	3.99	20	3.99	3.99 - 4.00	510	3.99
Drumsticks	1.69	200	1.69				1.29	120	1.29
Thighs	1.79	200	1.79				1.89	120	1.89
Wings	1.69	200	1.69				1.29	120	1.29
Necks									
Smoked Drumsticks	1.39 - 1.69	260	1.66	1.00	20	1.00			
Smoked Wings	1.59 - 1.69	240	1.68						
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.89	680	2.29	2.49	90	2.49	2.50 - 3.19	230	2.77
Sausage	1.89 - 2.29	840	1.99	2.49 - 2.89	250	2.75	2.30 - 3.42	300	2.46
85% lean	0.99 - 1.79	190	1.57	1.66 - 1.79	230	1.67			
93% lean	1.99 - 2.49	910	2.15	1.90 - 2.31	370	2.13	2.40 - 2.55	810	2.42
Breast	3.69 - 3.99	630	3.98	3.99	20	3.99	3.49 - 3.99	660	3.74

Note: See page 1 for explanatory notes.